

Softcup was designed by a woman to conform to a woman's anatomy.

| How does Softcup® compare to pads and tampons? | Tampons | Maxi Pads | Softcup |
|--|---------|-----------|---------|
| Can be worn up to 12 hours | | | 🎯 |
| Can be worn during sex* | | | 🎯 |
| Cannot be felt while wearing | 🎯 | | 🎯 |
| Does not inhibit physical activity | 🎯 | | 🎯 |
| Can be worn overnight | | 🎯 | 🎯 |
| No menstrual odor (flow not exposed to air) | | | 🎯 |
| Does not cause irritation or dryness | | maybe | 🎯 |
| Is not linked to Toxic Shock Syndrome (TSS) | | 🎯 | 🎯 |

* Instead® Softcup® is not a contraceptive nor can it protect against sexually transmitted infections.

Learn More:

- 🎯 www.softcup.com
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Softcup^{instead®}
12-hour period protection

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12-hour period protection

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To find the location nearest to you visit:
www.softcup.com/store-locator

Phone:
800-INSTEAD



See how easy it is to use Softcup.

How does Softcup® compare to tampons and pads?

Busy women love **Instead® Softcup®**, the period protection that can be worn for up to 12 hours. Softcup is a revolution in feminine protection: it's comfortable, leak-free protection that doesn't interrupt a woman's life.

Softcup:

- Can be worn up to 12 hours, including overnight
- Can't be felt when wearing
- Can be worn during sports and swimming
- Eliminates menstrual odor (flow not exposed to air)
- Is not associated with Toxic Shock Syndrome (TSS)
- Does not contain residues of bleach, pesticides or dioxins
- Can be a comfortable solution for women that experience heavy or irregular periods

Softcup health facts:

Product safety

Cleared by the FDA, Softcup is a disposable menstrual protection product that is available over the counter throughout the U.S. and internationally.

What it's made of

Softcup is made from a non-absorbent, non-irritating medical grade material that has been used for more than 20 years in the healthcare industry and in medical devices such as baby bottle nipples and catheters.

What it's *not* made of

It contains no latex, silicone or dioxins. It is BPA free and contains no residual fibers, bleach, pesticides, carcinogens or PCBs. There are no strings and no wings.

Safety testing

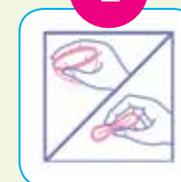
More than 100 million Softcups have been sold since the product's introduction in 1996, and there has never been a reported incidence of Toxic Shock Syndrome (TSS). In extensive laboratory testing Softcup did not promote the growth of the bacteria that cause TSS.

Body-friendly

Instead Softcup does not change the body's natural environment—Softcup does not alter the body's pH levels, natural bacteria levels or absorb the body's moisture. Maintaining the body's natural bacteria levels can help prevent infections such as yeast infections or urinary tract infections (UTIs). Softcup is comfortable and does not cause dryness or irritation.

See how easy it is to use Softcup at www.softcup.com/video-tutorials

1



This is what Instead Softcup looks like when squeezed for insertion.

Wash your hands and relax. To insert Softcup, we recommend sitting on the toilet with your knees apart.

Hold Softcup so the bottom of the cup hangs down. Squeeze the opposite sides of the rim together.

2



Keeping the rim squeezed together, insert Softcup completely into your vagina. When you are sitting, your vaginal canal is horizontal, sloping slightly downward. Use your finger to push the cup downward and back as far as it will go. It will slide into place under the cervix and behind the pubic bone.

Do not push Softcup upward as it will stop in front of the cervix. This is not the correct position for Softcup and can cause leakage. If that happens, just pull the cup out and then reinsert pushing downward and back.

3



Inside your body Softcup conforms to your internal shape, forming a personal fit.

When Softcup is inserted properly, you shouldn't feel it. Softcup fits in the natural space under the cervix and next to the pubic bone. If you feel something in the vaginal canal, the cup is probably not placed far enough inside you. Just remove and try again.

4



To remove Softcup, we recommend sitting on the toilet with your knees apart. Insert your finger into the vagina. Feel your pubic bone—the Softcup rim will be right behind it. Hook your finger under the rim. If you have trouble hooking your finger, just bear or push down. Slowly pull Softcup out of your body keeping it horizontal and level.

Do not pull down like you would with a tampon, as this can lead to spillage. Do not twist; just pull slowly and steadily.

Place the used product inside the wrapper or wrap it in tissue and throw it away.